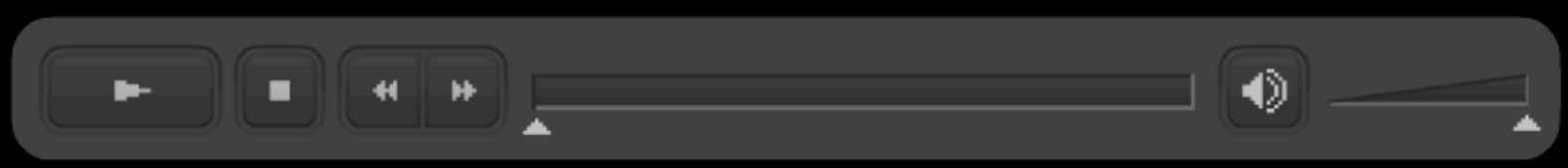
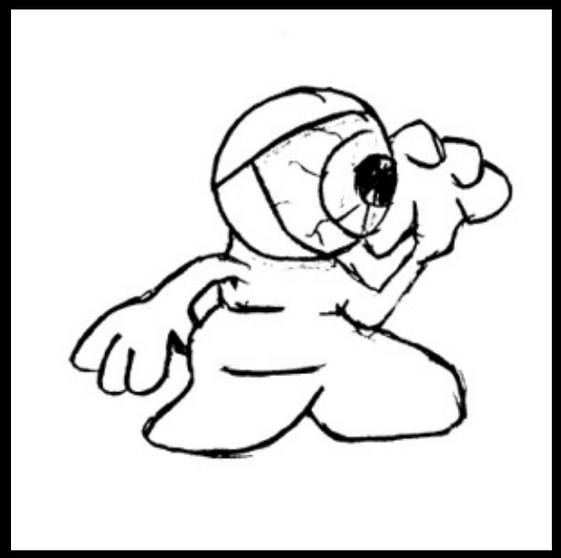
What are you thinking?



What are media?



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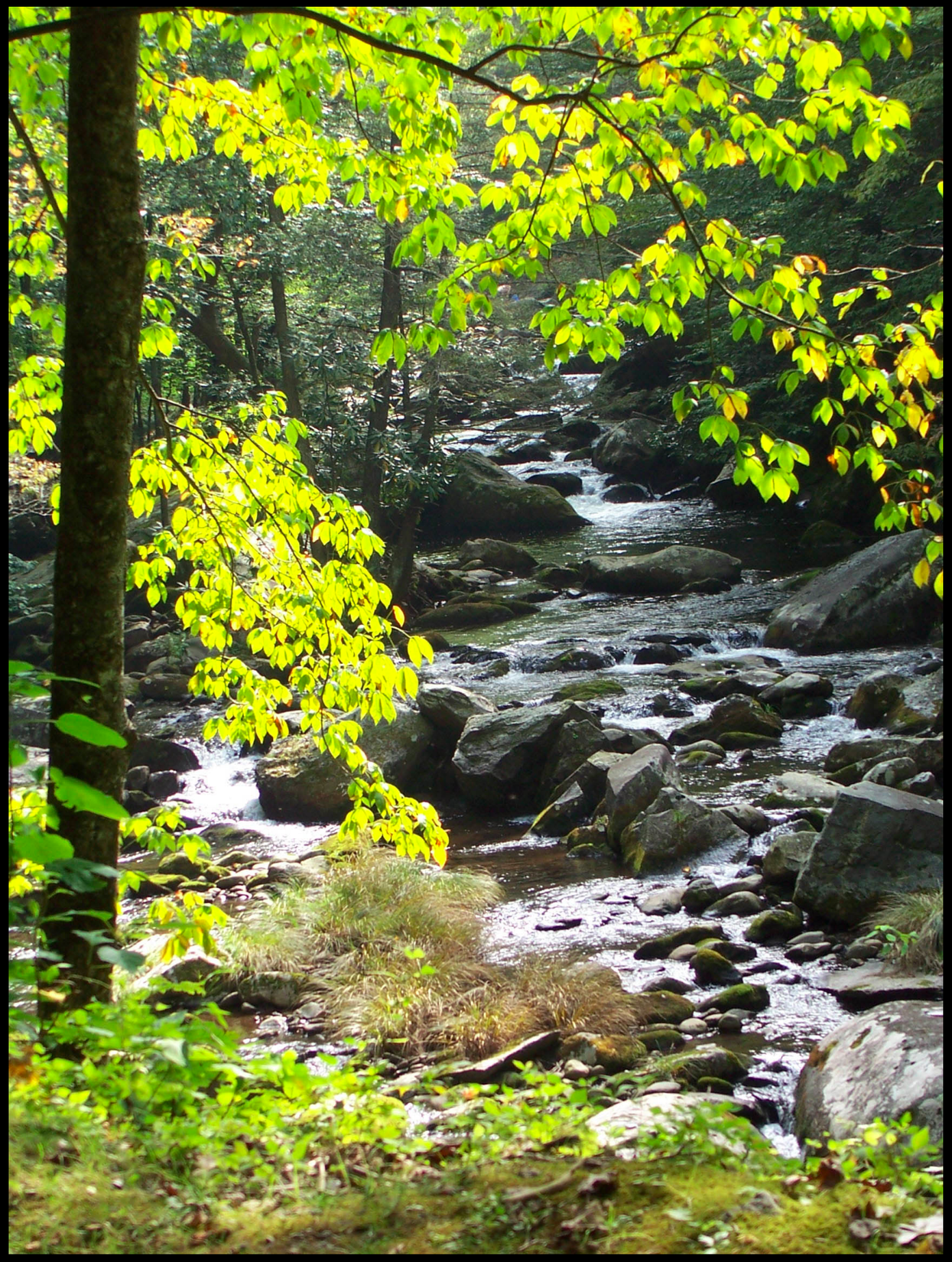

Lesson Objectives:

- media is everywhere
- media messages are intentional
- it’s up to you now!

Task 1

By yourself:

- Read the 5 truths about media (on exit ticket)
- Look for any words that you don’t understand or that you want clarification about.
- **Underline or circle those on your paper**

With your group:

- help each other figure out the words that you don’t know
- Don’t worry if you don’t understand exactly what the sentence means...just concentrate on the words

The 5 Truths of Media

1. All media messages are constructed.

2. Media messages are constructed using a creative language with its own rules.

3. Different people experience the same media message differently.

4. Media have embedded values and points of view.

5. Most media messages are organized to gain profit and/or power.

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5 Truths of Media

1. Who created this message?

2. What creative techniques are used to attract my attention?

3. How might different people understand this message differently?

4. What values, lifestyles and points of view are represented in, or omitted from, this message?

5. Why is this message being sent?

Share your thinking with the class

Complete your exit ticket after watching the video